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HARDY GARDEN CHRYSANTHEMUMS

Rosebud Floral Co.

Columbus

Ohio

OUR TWO NEW 1953 INTRODUCTIONS

TIPS OF GOLD Broad petals of dark red, each tipped with golden yellow. Double flowers on strong 24 inch stems. Good cut. Don't confuse this with Argenteuillias. Blooms October 5th.

10 - \$3.50 100 - \$25.00

IRRESISTIBLE A terra-cotta chestnut of unusual brilliance. Blooms October 1st. 2 inch button flowers in great masses. Foliage strong upright dark green. This is a variety that stands out when in bloom in the field.

10 - \$3.50 - \$25.00 per 100.

OTHER OUTSTANDING VARIETIES

| NAME AND DESCRIPTION | BLOOMING DATE | PRICE | |
|--|------------------|-------|-------|
| | | 10 | 100 |
| APPLE BLOSSOM (Rosebud) An apple blossom pink, fading to a clear white with cactus-like petals. Grows 26 in. and produces an abundance of cut flowers, on good strong stems. | Sept. 15 | 1.50 | 8.00 |
| AUTUMN LIGHTS Bright orange red, 2 inch bloom. Super hardy. Makes a dazzling display. | Oct. 1 | 1.00 | 5.00 |
| CHERRY GLOW (rosebud) A beautiful pink shading to a cherry red. 3 inch flowers on strong stems. A real beauty. | Sept. 25 | 1.75 | 10.00 |
| CANARY WONDER Without a doubt the most popular pom-pom in the country. Perfect 1½ inch pompoms in huge sprays on tall 2½ foot plant. Superb for outdoor cut flowers. | Sept. 25 | 2.00 | 12.00 |
| CINDY (Rosebud) Great customer's favorite, a glowing deep red single, often 3 inches across. Rich and vivid. Sturdy 2 foot plant flower. You never have enough Cindy. | Oct. 1 | 2.00 | 12.00 |
| DAHLIA MUM Deep red. Cactus type. 2½ inch bloom. Early and showy. | Sept. 25 | 1.00 | 6.00 |
| FLAMING BEAUTY Flame red and luxuriant growth of cushion habit, spreading into a fascinating delightful show. Grows into 28 inch mounds. | Sept. 25 | 1.75 | 10.00 |
| *FASCINATION A large, shapely, decorative, often 4 inches in size, of a lovely silvery lavender pink deepening the least bit at the centers. As a further charm, the blossoms occasionally become a dreamy, almost pure white. A paragon of beauty from the swelling of the deep rosy red buds in late September. A sturdy 2 foot grower, it has many long stems, often with only one stunning flower per stem. | Oct. 5 | 2.50 | 15.00 |

| NAME AND DESCRIPTION | BLOOMING DATE | PRICE | |
|--|------------------|-------|-------|
| | | 10 | 100 |
| *FUCHIA FAIRY Beautiful fuchsia red, dwarf compact. A gem of beauty. Very scarce and in strong demand. | Oct. 1 | 3.00 | 20.00 |
| GOLDEN MEMORIES (Rosebud) Brilliant golden yellow button in sprays with new buds in abundance. Opening from August throughout the entire season. Large massive plant 28 inches across. | Aug. 25 | 1.75 | 10.00 |
| GOLDEN SALMON (Rosebud) A chestnut salmon suffused with gold. Large 4 to 5 inch flowers on heavy strong stems. Fully double, greatly admired by the public. | Sept. 25 | 1.75 | 10.00 |
| GOLD PAGEANT (Rosebud) Brilliant masses of 3 inch flowers of shimmering gold. Center somewhat darker dazzling sheen. Orange buds create a contrasting mass of harmonious beauty. 28 inch sturdy stems. | Sept. 25 | 1.75 | 10.00 |
| GOLDEN SUNSET Large yellow, red center. Double blooms. Unusual color combination. | Oct. 1 | 1.75 | 10.00 |
| GOBLIN A golden bronze button. Flowers very hardy and frost resistant. Excellent for cutting. | Oct. 15 | 1.00 | 5.00 |
| HILLTOP GOLD (Rosebud) A large golden yellow, many blooms 5 inches. Grows 34 inches on heavy stems. Fine cut. One of the best. | Oct. 1 | 1.75 | 10.00 |
| IMPROVED EARLY WONDER (Rosebud) A deeper shade of pink than Early Wonder. Try this if you want cut flowers. Outstanding. | Sept. 15 | 1.75 | 10.00 |
| LAVENDER LADY True lavender, double flowers of large size, 3 to 4 inches. This is a variety of perfect growth habit and flower form. Excellent cut flower and a favorite of the public. | Oct. 5 | 1.50 | 8.00 |
| LEE POWELL Masses of fluffy Chinese-yellow flowers with slight orange tinge at center. Very similar to large greenhouse varieties. Tall, upright bush. Nothing like it in hardy mums. | Sept. 23 | 1.75 | 10.00 |
| MOONBEAMS Fluffy, soft, primrose-yellow flowers 3½ inches across. An improved Pale Moon. Good cut. | Oct. 1 | 1.75 | 10.00 |
| MAGENTA SPOON Lively magenta-rose, spoon-type flowers in profusion. The peak of perfection in spoon mums. | Oct. 1 | 1.75 | 10.00 |
| ORIENTAL POM POM (Rosebud) Semi-double oriental Red Super Hardy plant, blooming early and can stand the frost. If you want a dependable variety type, try this one. | Oct. 5 | 1.75 | 10.00 |
| OLIVE LONGLAND Lovely symphony of peach, fawn, pink and gold. Ideally fashioned 3 inch decorative on 2 foot plant. Two weeks before Mrs. DuPont. | Sept. 25 | 1.50 | 8.00 |

| NAME AND DESCRIPTION | BLOOMING DATE | PRICE | |
|---|------------------|-------|-------|
| | | 10 | 100 |
| POHATCONG A rose lavender streaked with spots of white. Double 2½ inch flowers on sturdy upright stems. | Sept. 20 | 1.50 | 8.00 |
| PINK SURPRISE Great masses of the most beautiful shade of true pink. A glowing mass of brilliance. 4½ inch in-curved blooms on 28 inch stems. | Sept. 15 | 1.50 | 10.00 |
| RONNIE Large plants with hundreds of deep red 1½ inch flowers. A much needed variety. A red button is always in demand. | Oct. 1 | 1.50 | 8.00 |
| RED GOLD A beautiful bronze red pompom. 1½ inch blooms. August flowering and does not fade in the hot sun. Lasts until late flowers are through. | Oct. 5 | 1.50 | 7.00 |
| SID YELLOW An outstanding brilliant yellow seedling from Golden Charm, developed by R. R. Sidwell. Grows upright. Fully double. Good cut flower. This one stands out. | Oct. 5 | 1.75 | 10.00 |
| SILVERTIP Crushed strawberry with silver tips. Unusual color. Growth upright. | Oct. 5 | 1.50 | 8.00 |
| WINTERSET Strong growing large snow-white. A timely cut and garden mum. | Oct. 2 | 1.50 | 8.00 |
| WHITE WONDER A very fine ball type pompom. One of the best cutting varieties. | Sept. 25 | 1.50 | 8.00 |
| YELLOW SPOON A beautiful brilliant yellow. Petals small and spiderlike. Unusual and attracts much attention. | Oct. 8 | 1.50 | 8.00 |
| NANOOK An ivory white cushion with masses of double flowers. We feel this is the best low-growing variety to date. Blooms early, September 10. Much in demand for a good low white. | Sept. 10 | 1.50 | 8.00 |

5 at the 10 rate; 25 at the 100 rate.

All orders accepted subject to crop failures beyond our control.
 If orders are to be shipped by mail, include postage.
 All orders shipped by express unless otherwise specified.
 Growing instructions with order if requested.

ROSEBUD FLORAL COMPANY

351 North Burgess Avenue :: Columbus 4, Ohio

ROSEBUD FLORAL CO.

351 N. Burgess Avenue - Columbus 4, Ohio

Growers of Fine Hardy Chrysanthemums

1953 WHOLESALE LIST

HARDY GARDEN CHRYSANTHEMUMS



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and

IRRESISTIBLE

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